

SEE

Sustainable Entrepreneurship Education

Improve sustainable entrepreneurship awareness for young people

2nd of march 23

About the project

Context

The Région Hauts-de-France has a strong industrial culture : textil, coal, steel... In the 80', these industries have declined. This crisis have created a lot of unemployment, especially among young people. These kind of industries were also very poluant. In response to this situation, The Région Hauts-de-France decided to invest in a new regional culture based on entrepreneurship particularly in the sustainable development. Young people have been notably targeted in order to improve their capacities to take initiatives.

Considering that developping a sustainable entrepreneurship mindset allows to :

- Developp soft skills like creativity, management, leadership...
- Reveal talents
- Give more opportunities to find one's professional way
- Involve new generations in the preservation of the planet through pro-activ methods

We'd like to know how you manage to raise awarness and develop a sustainable and entrepreneurship mindset among the young people, what are the best practices you'd like to share to improve our territorial policies.

The project will be divide in two phases :

- Phase 1 – Interregional learning : we'll share our experiences through study visits, seminars, workshops, peer reviews... and take actions to improve our policies
- Phase 2 – monitoring our results

The best practices we'd like to share with you and that we have implemented in the Hauts-de-France Region are mainly digital tools :

- A web serie called Busy & Ness : <https://www.busyetness.fr/> students are able to simulate the start of a business thanks to Busy and Ness, two very creativ and dynamic caracters
- An escape game on line called : Le Plus Compétent des Entrepreneurs (The Most Competent of Entrepreneurs), <https://www.lepluscompetentdesentrepreneurs.fr/>
- A serious game called BIPE (Booster d'Innovation Pour Entreprendre – Innovation Booster for Entrepreneurhip), students are able to developp their creativity by circulating in several world like : sustainable economy, silver economy, circle economy, numerical technology...
<https://www.youtube.com/watch?v=VYrUP8FqiE4>

Project Idea Owner

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Statut : association

160 employees

<https://www.bge-hautsdefrance.fr/>

Mean activities :

- Training in entrepreneurship - 2 600 new entrepreneurs each year
- Entrepreneurship awareness for young people - more than 9 000 young people concerned in 2022 (target : from 13 to 22 years old)

Mean contributor : Région Hauts-de-France

Partners we are lookinf for :

- University
- School
- Local/regional authority
- Associations
- ...